



# **AGENDA OF THE GREEN BAY PUBLIC ARTS COMMISSION**

**WEDNESDAY, APRIL 24, 2019, 8:00 AM  
CITY HALL, ROOM 604 - THE HARRY MAIER ROOM**

## **A. Roll Call.**

1. Members: Kent Hutchison - Chair, Alex Zacarias - Vice-Chair, Ald. Randy Scannell, Matt Buchanan and Kelli Strickland
2. Liaison Representatives: Beth Lemke from Neville Museum and Paul Grall from Civic Symphony

## **B. Approval of the Agenda.**

1. Approval of the agenda for the April 24, 2019, meeting of the Green Bay Public Arts Commission.

## **C. Approval of Minutes.**

1. Approval of the minutes from the March 27, 2019, meeting of the Green Bay Public Arts Commission.

## **D. Regular Business.**

1. Discussion with Anne Katz, Executive Director with Arts Wisconsin.
2. Discussion with Sustainability Commission.
3. Consideration with possible action on request by Ald. Brian Johnson to create a community art wall located on 5th Street under the Ashland Avenue viaduct.
4. Consideration with possible action on further development of Green Bay Public Arts Commission programming.

## **E. Informational.**

1. Chairperson's Report and Project Updates.

2. Coordinator's Report and Project Updates.
3. Next meeting: Wednesday, May 22, 2019.

**F. Adjournment.**

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT [www.greenbaywi.gov](http://www.greenbaywi.gov)
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Common Council will attend this Green Bay Public Arts Commission meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.



# **MINUTES OF THE GREEN BAY PUBLIC ARTS COMMISSION**

**WEDNESDAY, MARCH 27, 2019, 8:00 AM  
CITY HALL, ROOM 604 - THE HARRY MAIER ROOM**

## **A. ROLL CALL.**

1. Members: Kent Hutchison - Chair, Alex Zacarias - Vice-Chair, Ald. Randy Scannell, Matt Buchanan and Kelli Strickland

Members Present: Kent Hutchison, Randy Scannell, Kelli Strickland, Matt Buchanan, Alex Zacarias,  
Excused: None

2. Liaison Representatives: Beth Lemke from Neville Museum, and Paul Grall from Civic Symphony

Liaisons Present: Beth Lemke

## **B. APPROVAL OF THE AGENDA.**

I. Approval of the agenda for the March 27, 2019, meeting of the Green Bay Public Arts Commission.

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to approve the agenda. Motion carried.  
Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Kelli Strickland, No- None,  
Abstain- None

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to amend the order to take Item 2 first.  
Motion carried.  
Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Kelli Strickland, No- None,  
Abstain- None

### **C. APPROVAL OF MINUTES.**

I. Approval of the minutes from the February 27, 2019, meeting of the Green Bay Public Arts Commission.

Moved by Alex Zacarias, seconded by Ald. Randy Scannell to approve the minutes. Motion carried.  
Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Kelli Strickland, No- None,  
Abstain- None

### **D. REGULAR BUSINESS.**

I. Consideration with possible action on approval of David Windey's Rotating Art Program application.

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to open the floor for discussion. Motion carried.  
Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Kelli Strickland, No- None,  
Abstain- None

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to close floor for discussion. Motion carried.  
Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Kelli Strickland, No- None,  
Abstain- None

Moved by Kelli Strickland, seconded by Matt Buchanan to approve David Windey's Rotating Art Program application. Motion carried.  
Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Kelli Strickland, No- None,  
Abstain- None

2. Consideration with possible action on the Annual Grant Program application from Allison Hellenbrand and Kent Hutchison - The Farmory *Rooted* sculpture.

Kent Hutchison recused himself from this item and left the room.

Moved by Matt Buchanan, seconded by Ald. Randy Scannell to open the floor for discussion. Motion carried.

Yes- Alex Zacarias, Matt Buchanan, Randy Scannell, Kelli Strickland, No- None, Abstain- None

Moved by Matt Buchanan, seconded by Ald. Randy Scannell to close floor for discussion. Motion carried.

Yes- Alex Zacarias, Matt Buchanan, Randy Scannell, Kelli Strickland, No- None, Abstain- None

Moved by Ald. Randy Scannell, seconded by Kelli Strickland to approve \$300 in Annual Grant funds to Allison Hellenbrand and Kent Hutchison - The Farmory *Rooted* structure. Motion carried.

Yes- Alex Zacarias, Matt Buchanan, Randy Scannell, Kelli Strickland, No- None, Abstain- None

3. Consideration with possible action on options to utilize Community Development Block Grant (CDBG) Beautification funds.

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to refer to staff to research options to utilize Community Development Block Grant (CDBG) Beautification funds. Motion carried.

Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Kelli Strickland, No- None, Abstain- None

## **E. INFORMATIONAL.**

1. Chairperson's Report and Project Updates.

Kent Hutchison had nothing to report. No action taken.

2. Coordinator's Report and Project Updates.

Laura Schley presented the Coordinator's Report and project updates. No action taken.

3. Next meeting: Wednesday, April 24, 2019.

## **F. ADJOURNMENT.**

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to adjourn. Motion carried.

Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Kelli Strickland, No- None,

Abstain- None



Report to the  
Public Arts Commission  
of the City of Green Bay

**MEETING DATE**

April 24, 2019

**PREPARED BY**

Laura Schley, Staff

**AGENDA ITEM # D.3.**

Consideration with possible action on request by Ald. Brian Johnson to create a community art wall located on 5th Street under the Ashland Avenue viaduct.

**BACKGROUND**

Further information to be provided by Ald. Brian Johnson at meeting.

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

1. Image 1
2. Image 2







Report to the  
Public Arts Commission  
of the City of Green Bay

**MEETING DATE**

April 24, 2019

**PREPARED BY**

Laura Schley, Staff

**AGENDA ITEM # D.4.**

Consideration with possible action on further development of Green Bay Public Arts Commission programming.

**BACKGROUND**

Chair Kent Hutchison would like to hold a discussion regarding expansion of GBPAC programs and offerings. The GBPAC Strategic Plan is attached for reference along with recommendations from Kent Hutchison.

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

1. GBPAC Program Evolution and Expansion
2. GBPAC Strategic Plan 2018 - 2021

## GBPAC Program Evolution and Expansion

What are the next steps in our program development? How can we create better opportunities for artists that will provide Green Bay with the strongest and most diverse portfolio of public art.

- Rotating Art Program (RAP)
  - In the next 1-2 years (phase 1)
    - ◆ Develop the remaining 4 concrete pads that have already been identified
    - ◆ Increase the award from 500 for 1 year to 1000 for 1 year
  - Over the next 5 -10 years (phase 2)
    - ◆ Identify 10 -20 more concrete pads for the expansion of the RAP program
    - ◆ Consider longer stints - 2-5 year commitments.
    - ◆ Consider awarding at 1500 - adapting to status quot
- Annual Grants Program (AGP)
  - In the next 1-2 years (phase 1)
    - ◆ Increase the award potential from 1500 to be matched to 5000 not to be matched
      - Maintaining that the larger asks will be leveraged with outside \$'s but matching will not be mandatory.
  - Over the next 5-10 years (phase 2)
    - ◆ Increase the award potential from 1500 to be matched to 10,000 not to be matched.
    - ◆ These projects would be defined as programs with a uniquely positioned standing such as having the potential of a huge impact or having extensive funds allocated.
    - ◆ These programs may be treated independent of any other internal constraints or restrictions.
  - Introducing the development of the GBPAC "Showcase" program
    - ◆ Increase the award potential from 1500 to be matched to 10,000 not to be matched.
    - ◆ These projects would be defined as programs with a uniquely positioned standing such as having the potential of a huge impact or having extensive funds allocated.
    - ◆ These programs may be treated independent of any other internal constraints or restrictions.
    - ◆ Would provide a formal procedure to handle large scaled projects



GREEN BAY  
PUBLIC ARTS  
COMMISSION

## STRATEGIC PLAN 2018 - 2021

Completed by Green Bay Public Arts  
Commission, Staff, and City Departments

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## EXECUTIVE SUMMARY

Since its inception in 2016, the Green Bay Public Arts Commission (GBPAC) has strived to promote the arts, culture, and creative identity of Green Bay. By providing programming and grants to established and emerging artists, the GBPAC encourages the creation of public art projects, fosters meaningful relationships with the creative community, and makes Green Bay an arts and culture destination.

Over this brief period of time, the GBPAC has assisted in the creation of seven new public art projects involving sculpture, murals, and performance. Meanwhile, through a generous donation from the Wisconsin Public Service Foundation, we have coordinated the selection and creation of an \$80,000 kinetic illuminated sculpture that is set to be installed in the fall of 2018.

Now that we have established our core mission, vision and programs, we are preparing to expand programming into workshops, lectures, and preservation of the City of Green Bay's public art collection.

A successful organization is one that responds to the needs of those it serves and adapts to change, and we are proud of the level of quality and creativity that our programming has achieved so far. Looking ahead however, we intend to expand our visibility, grow our programming and develop our staff in order to sustain and deepen our community engagement. We will also increase our revenues by diversifying our income to sustain our programming in the future. This strategic plan provides the blueprint to propel us forward.

# MISSION + VALUES

## MISSION:

The Green Bay Public Arts Commission focuses on the creation and preservation of public art, and ensuring equal access for all to enjoy and engage with public artworks in Green Bay.

## VALUES:

In funding artistic activities and supporting cultural programs in the community, GBPAC observes several key values in the creation of excellent public art:

- **QUALITY** – While presenting and supporting a multitude of diverse communities, all our projects meet the highest standards of quality and safety.
- **COLLABORATION** – We look to collaborate with other organizations within Green Bay to help us shape projects that are reflective of the community.
- **ACCESSIBILITY** – All our projects are free and accessible to the public.
- **INSPIRING** – Our projects are grown from creative inspiration, and are designed to encourage creativity and inspiration in the public.

# CURRENT PROJECTS + PROGRAM AREAS

## PUBLIC ART:

Since its creation in 2016, GBPAC has produced and supported several projects that not only beautify Green Bay but enhance it by encouraging thought and engagement from the community.

### Rotating Art Program

GBPAC has installed several cement display pads throughout the City of Green Bay that will house temporary sculptures on an annual rotating basis. We help artists display and sell their artwork, and provide beautification to the surrounding community.

### Annual Grant Program

Match grants are available for artists to produce public visual and performing art projects as well as projects in the humanities, permanent or temporary, throughout the City of Green Bay. We help develop a deeper connection between artists and the local government, and provide them with in-depth support to create their works of art.

# CORE PRINCIPLES

Green Bay public art projects are inspired by these beliefs:

- Public art can inform the mind and nourish the soul and should be accessible to all. We envision a city where one can freely encounter outstanding and inspiring artworks throughout public space.
- Public art can help give voice to underrepresented communities and showcase the beauty of our diversity.
- Public art can bring people together from a wide range of backgrounds and present ideas and issues in a way that is enriching rather than confrontational.
- Artists should be supported in their creative work and given a public platform for expression.

## VISION

### PROGRAM EXPANSION:

#### 1. Public Engagement:

- **ArtWalk** - Several ArtWalks will be scheduled to highlight specific art pieces and artists throughout Green Bay. During each ArtWalk, a local artist will be selected to speak about their work.
- **ArtTalk** - Talks and panel discussions will be organized to foster lively and rigorous conversation on the role and need for public art within Green Bay.

#### 2. Public Art:

- Expand current Annual Grant and Rotating Art Programs to provide greater assistance to artists.

### PRESERVATION:

Green Bay has over 200 pieces of public art. While this number continuously increases, there is no maintenance plan established for any of the work. We will partner with other arts organizations within the City to determine the origin and ownership of these established works of public art to engage best practices for their maintenance and care.

# VISION CONTINUED

## FUNDRAISING AND FINANCE:

The Commission and staff will work to increase and diversify sources of revenue while continuing to carefully monitor expenses. To develop diverse streams of income, the organization will enhance its efforts to raise income through grants, individual donations, and sponsorships. The Commission will play a key role in fundraising, and staff will further build the organization's fundraising capacity.

## MARKETING AND AWARENESS:

The Commission will strengthen its brand by unifying all of its documents and promotional materials. The Commission will also develop and implement an integrated "Marketing and Communications Plan", resulting in greater awareness of the organization and participation in programs.

# ARTISTIC + PROGRAM GOALS

## PUBLIC ART PROJECTS / PROGRAM EXPANSION

### Project Goals

- Ensure that our projects are widely accessible by commissioning and producing thought-provoking public art
- Produce works of art that reflect the diversity of Green Bay and its residents through:
  - Collaboration with artists both emerging and established, who work in a variety of media, and represent the multi-cultural landscape of the City.
  - Establishment of partnerships with local cultural, educational and social organizations.
- Provide the community with a collaborative and engaging art experience that they would not have at a traditional art museum.

### Goals for 2018 - 2021

1. Increase opportunities for public artists and communities.

### Strategies:

- Produce six or more public art projects each year, with one large-scale project worth between \$10,000 - \$20,000+ every year, plus more focused participation such as presentations and smaller projects by emerging artists.
- Seek partnerships with local organizations to encourage greater participation in programs.
- Seek artists for program participation, and establish opportunities for their work with local businesses.
- Develop guidelines and tools that will be used to expand the Annual Grant and Rotating Art Programs.

# ARTISTIC + PROGRAM GOALS CONTINUED

2. Expand interaction between our projects and the general public.

## Strategies:

- Expand our forms of public programming and engagement by hosting workshops, lectures, and panel discussions involving a wide array of arts professionals, city officials and academics.
- Continue to identify and secure public spaces for work.
- Expand the effectiveness of our communications, by taking advantage of social media.

3. Expand programming to include Public Engagement opportunities.

## Strategies:

- Gather examples of similar engagement opportunities present in other organizations/communities.
- Identify what the general public within Green Bay would be interested participating in.
- Based on public opinion/engagement begin hosting Public Engagement events.

## PRESERVATION

### Project Goals

- Ensure that our works of public art are well maintained based on need
- Increase community awareness of current public art pieces and need for repair

### Goals for 2018 - 2021

1. Produce a maintenance plan for the City of Green Bay's public artworks.

## Strategies:

- Gather examples of similar maintenance plans from other cities.
- Develop roster of artworks needing repair. Prioritize based on factors that include; cost, greatest need, value to community, and public interest.

2. Establish a maintenance budget to assist with preservation of artworks.

## Strategies:

- Include maintenance line within budget
- Focus fundraising efforts to build funds for this maintenance

3. Communicate need of public artwork scope and maintenance to public.

## Strategies:

- Highlight pieces in need through social media outlets.
- Develop online database of all works to be viewed by the public and enhance visibility of works in need.

# ARTISTIC + PROGRAM GOALS CONTINUED

## FUNDRAISING + FINANCE

### Project Goals

- Determine a variety of reliable streams of income and recognize donors
- Develop new funding sources
- Develop plan for donor recognition

### Goals for 2018 - 2021

#### 1. Prepare and develop an outline of income strategies.

##### Strategies:

- Engage Commission members and Fundraising Cabinet in the identification and cultivation of potential donors
- Recruit additional Fundraising Cabinet members with fundraising experience.
- Consider establishing an application fee for artists applying to the Annual Grant Program and Rotating Art Program
- Develop a thorough donor prospect list
- Establish individualized cultivation and stewardship plans for top donor prospects
- Monitor grant opportunities and write grant proposals as needed
- Pursue corporate sponsorship for public art pieces

#### 2. Cultivate relationships with donors.

##### Strategies:

- Increase events/opportunities for existing and potential donors to develop awareness of the Commission
- Plan a donor appreciation event
- Establish online communication to continuously update donors

# ARTISTIC + PROGRAM GOALS CONTINUED

## MARKETING + PROMOTION

### Project Goals

- Create marketing programs that build organizational awareness and drive program participation

### Goals for 2018 - 2021

1. Increase the visual representation of the GBPAC.

#### Strategies:

- Unify the visuals of all guidelines and promotional materials to establish brand consistency
- Enhance the website to be more user-friendly

2. Develop a Marketing and Communications Plan to reach target audiences.

#### Strategies:

- Evaluate effectiveness of current communication strategies such as: press releases of events/pieces, E-newsletter, social media
- Regularly survey current followers how they heard about the Public Art Commission, and monitor data
- Utilize Public Engagement events as a time to inquire about the effectiveness of communications

3. Implement Marketing and Communications Plan with strategies including but not limited to:

#### Strategies:

- Utilize Commission members and volunteers to increase distribution of e-newsletter and social media posts
- Develop cross-promotional partnerships with local entities such as: arts and artist organizations, libraries, educational institutions, community groups, local online resources
- Enhance the use of Facebook and other social media to reach target audiences
- Increase e-newsletter subscriptions
- Utilize Commission members and volunteers to increase participation/visibility at community events (e.g. Public Engagement events – workshops, public discussions, etc.)

# BUDGET PROJECTIONS

## Green Bay Public Arts Commission Operating Revenue and Expense Projections 2018 - 2021

| REVENUE                  | FY18 - 19        | FY19 - 20        | FY20 - 21        |
|--------------------------|------------------|------------------|------------------|
| Grants                   | \$52,548         | \$15,000         | \$15,000         |
| Donations / Sponsorships | \$100,000        | \$6,000          | \$20,000         |
| Fundraising              | \$50,000         | \$85,000         | \$85,000         |
| Earned                   |                  | \$70             | \$190            |
| Other                    |                  | \$100            | \$150            |
| <b>Total Revenue:</b>    | <b>\$202,548</b> | <b>\$106,170</b> | <b>\$120,340</b> |

  

| EXPENSES                  | FY18 - 19        | FY19 - 20           | FY 20 - 21          |
|---------------------------|------------------|---------------------|---------------------|
| Operations                | \$38,391         | \$40,710.53         | \$53,792.17         |
| Printing                  | \$100            | \$200               | \$250               |
| Advertising               |                  | \$50                | \$75                |
| Permanent Piece           | \$80,000         | \$20,000            | \$20,000            |
| Rotating Art Program      | \$10,092         | \$10,100            | \$11,100            |
| Annual Grant Program      | \$4,500          | \$10,500            | \$14,000            |
| Other Costs / Maintenance |                  | \$20,000            | \$20,000            |
| <b>Total Expenses:</b>    | <b>\$133,083</b> | <b>\$101,560.53</b> | <b>\$119,217.17</b> |

  

|                    |                 |                   |                   |
|--------------------|-----------------|-------------------|-------------------|
| <b>NET INCOME:</b> | <b>\$69,465</b> | <b>\$4,609.47</b> | <b>\$1,122.83</b> |
|--------------------|-----------------|-------------------|-------------------|

The revenue and expense projections above are based on the organizational vision detailed in this Strategic Plan. The following budget narrative highlights only those changes in revenues and expenses that significantly impact the budget.